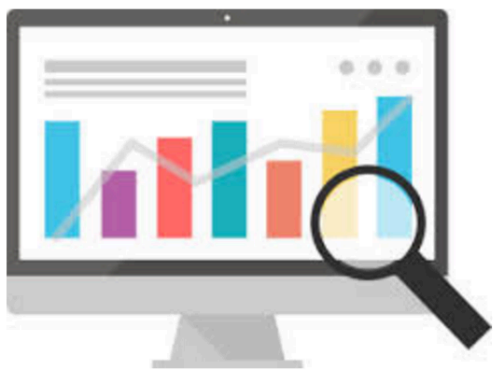
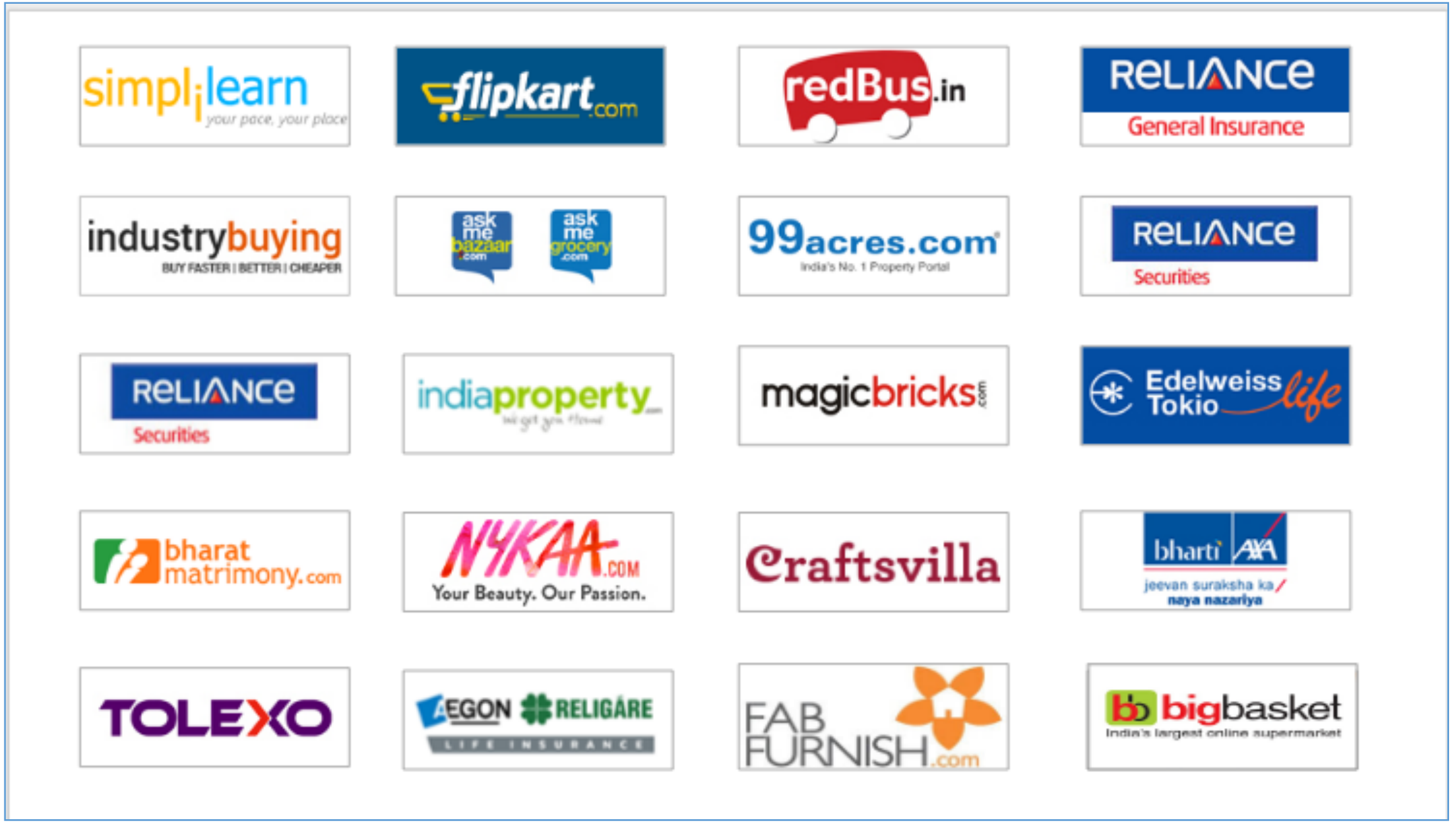
GAMOOGA

LIVE CHAT

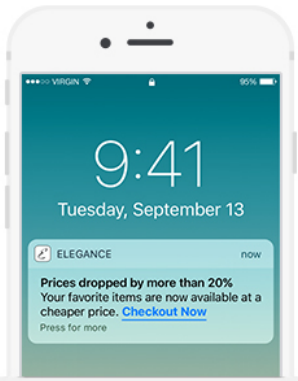


REALTIME ANALYTICS

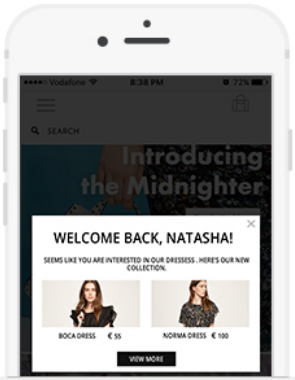
MARKETING AUTOMATION


simplilearn
your pace, your place
flipkart.com
redBus.in
RELIANCE
General Insurance
industrybuying
BUY FASTER | BETTER | CHEAPER
askmebazaar.com
askmegrocery.com
99acres.com
India's No. 1 Property Portal
RELIANCE
Securities
RELIANCE
Securities
indiaproperty
magicbricks
Edelweiss Tokio life
bharat matrimony.com
NYKAA.COM
Your Beauty. Our Passion.
craftsvilla
bharti AXA
jeevan suraksha ka naya nazariya
TOLEXO
AEGON RELIGARE
LIFE INSURANCE
FAB FURNISH.com
bigbasket
India's largest online supermarket

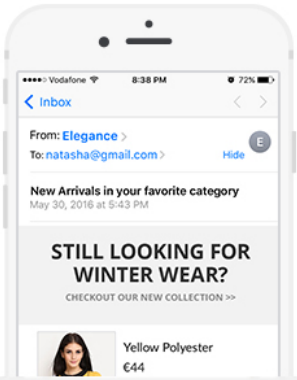
Automated and Personalized interactions across channels



Push **Notifications**

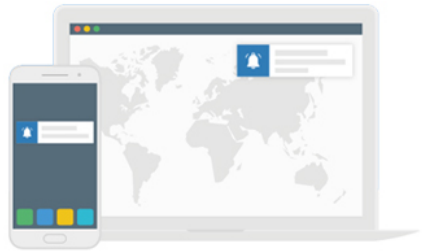


In-App **Messaging**



Personalized **Emails**

Web **Banners**



Browser **Push**

SMS

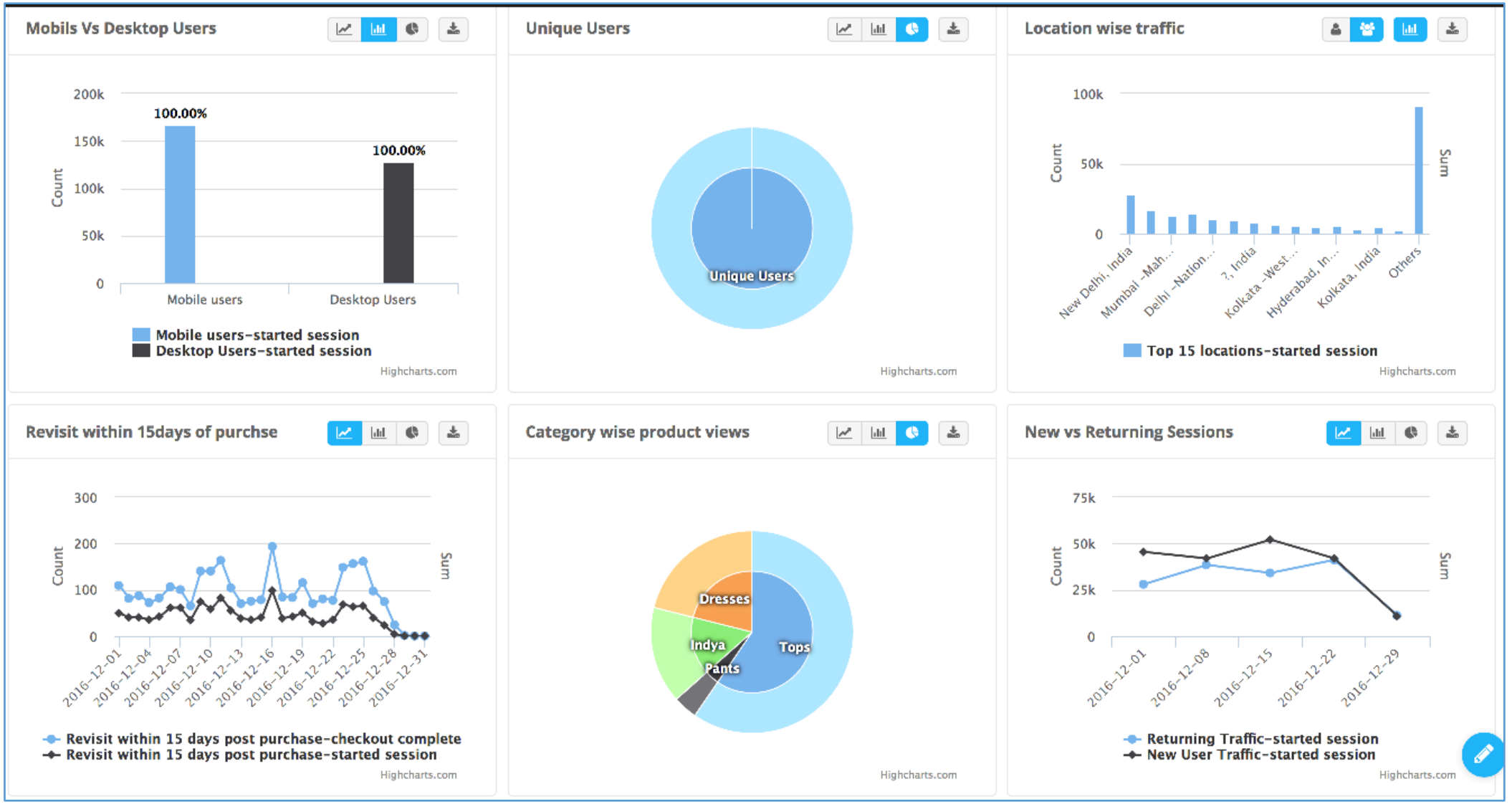
Kiosk/ATM **Notifications**

Display Ad

Social

Voice

Realtime Analytics to Understand your Customers Better

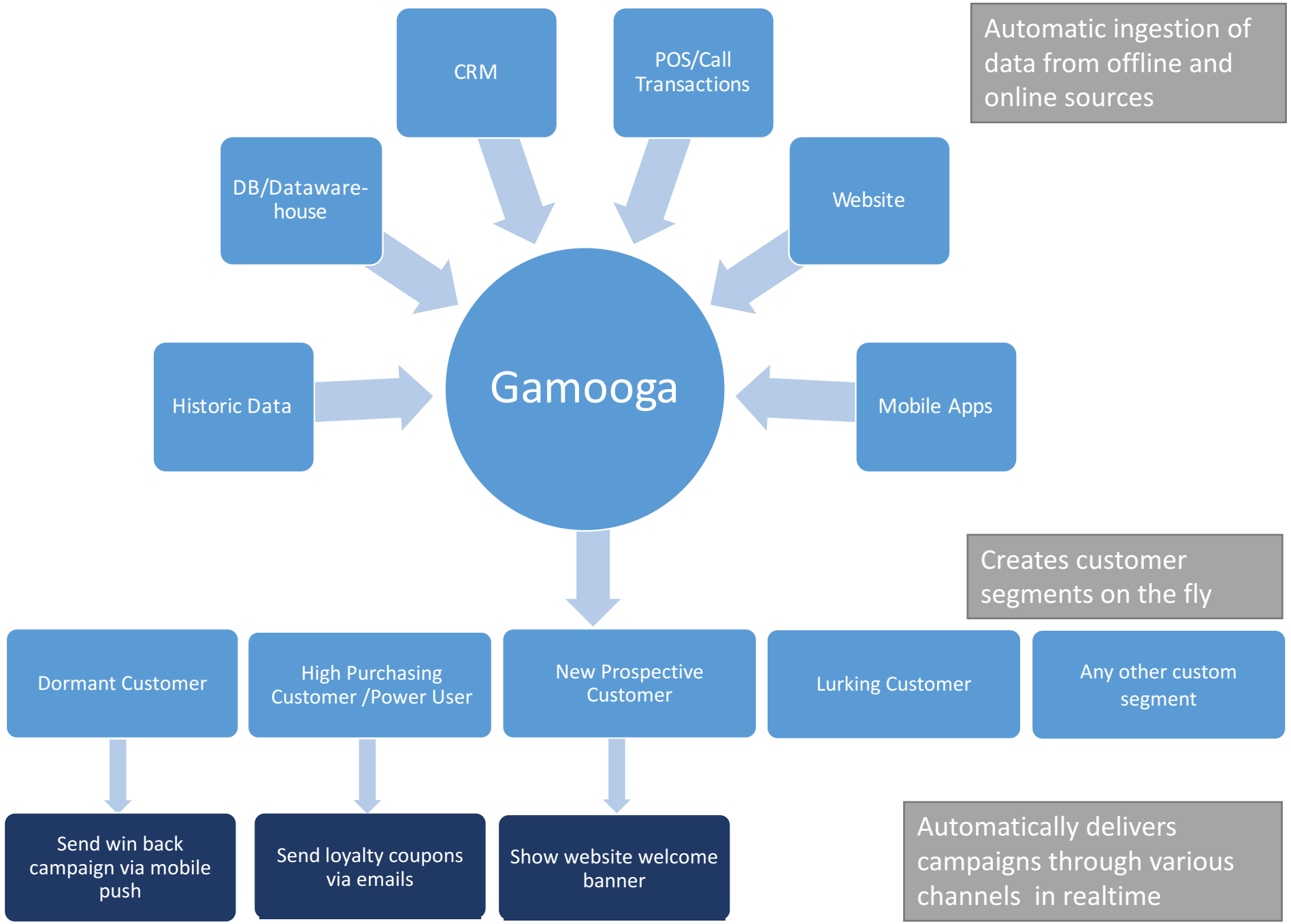


What does Gamooga help you with?

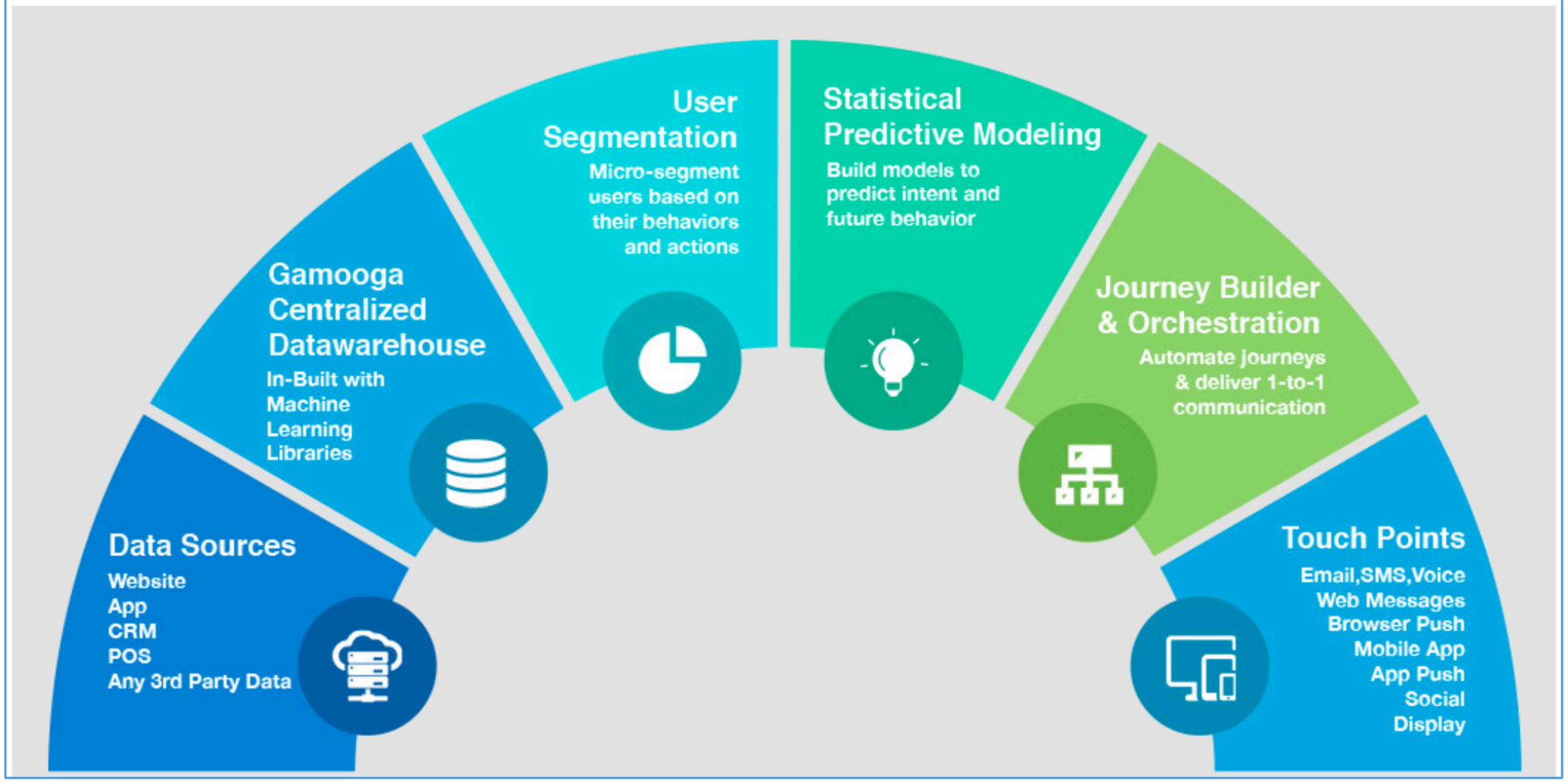
- Personalization – Brings more than 30% uplift in conversions.
- Improved brand loyalty with timely and relevant offers.
- Improved customer experience – Orchestrated messaging across all channels of interaction.
- Automation – Automate all your marketing campaigns with GUI based campaign journey builder. Set up the logic as a one-time activity and lie back.
- Eliminate IT dependency – Marketing team is empowered with a tool which helps them do ‘data driven marketing’ without having to depend on IT.

World's only truly Omni-Channel platform which tracks user behaviors across all platforms, devices and channels of interaction. Most of the marketing automation platforms are restricted to tracking Website and App behaviors only.

Marketing communication is never integrated when you work with multiple platforms for Email Marketing, SMS, Browser Push, Website Personalization and App Push thereby creating annoying customer experience.


CRM
POS/Call Transactions
DB/Dataware-house
Website
Historic Data
Gamooga
Mobile Apps
Automatic ingestion of data from offline and online sources
Creates customer segments on the fly
Dormant Customer
High Purchasing Customer /Power User
New Prospective Customer
Lurking Customer
Any other custom segment
Send win back campaign via mobile push
Send loyalty coupons via emails
Show website welcome banner
Automatically delivers campaigns through various channels in realtime

Real-time. Orchestrated. Predictive



Create holistic customer views by ingesting and unifying data from offline and online sources.

Build powerful user segmentation.

Configure comprehensive workflows.

Orchestrate cross-channel campaigns.

Run high-yielding campaigns using Predictive Analytics.

Connect experiences across marketing, sales, service, and every customer touchpoint.

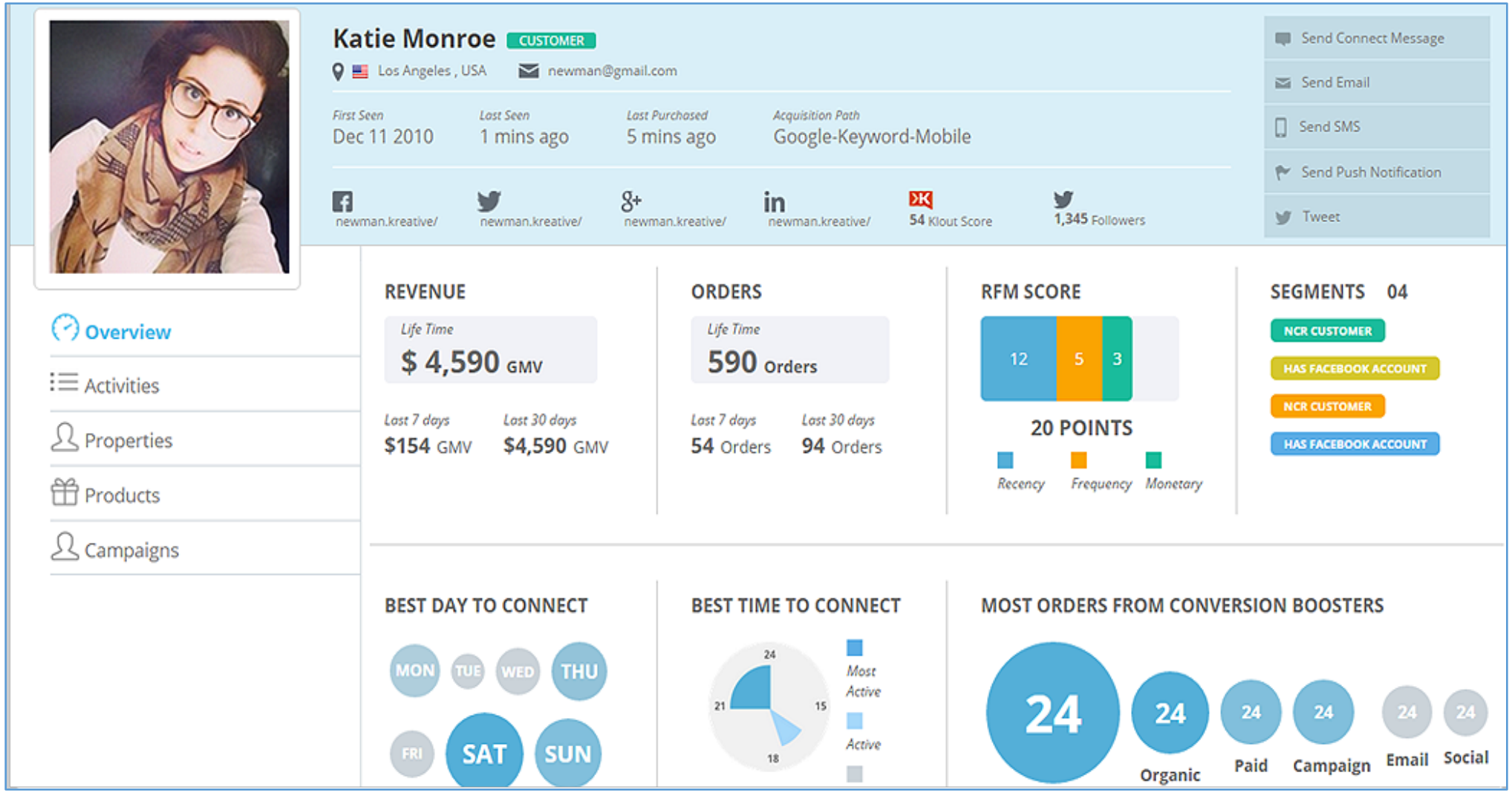
Individual User Activities Tracked Across Channels

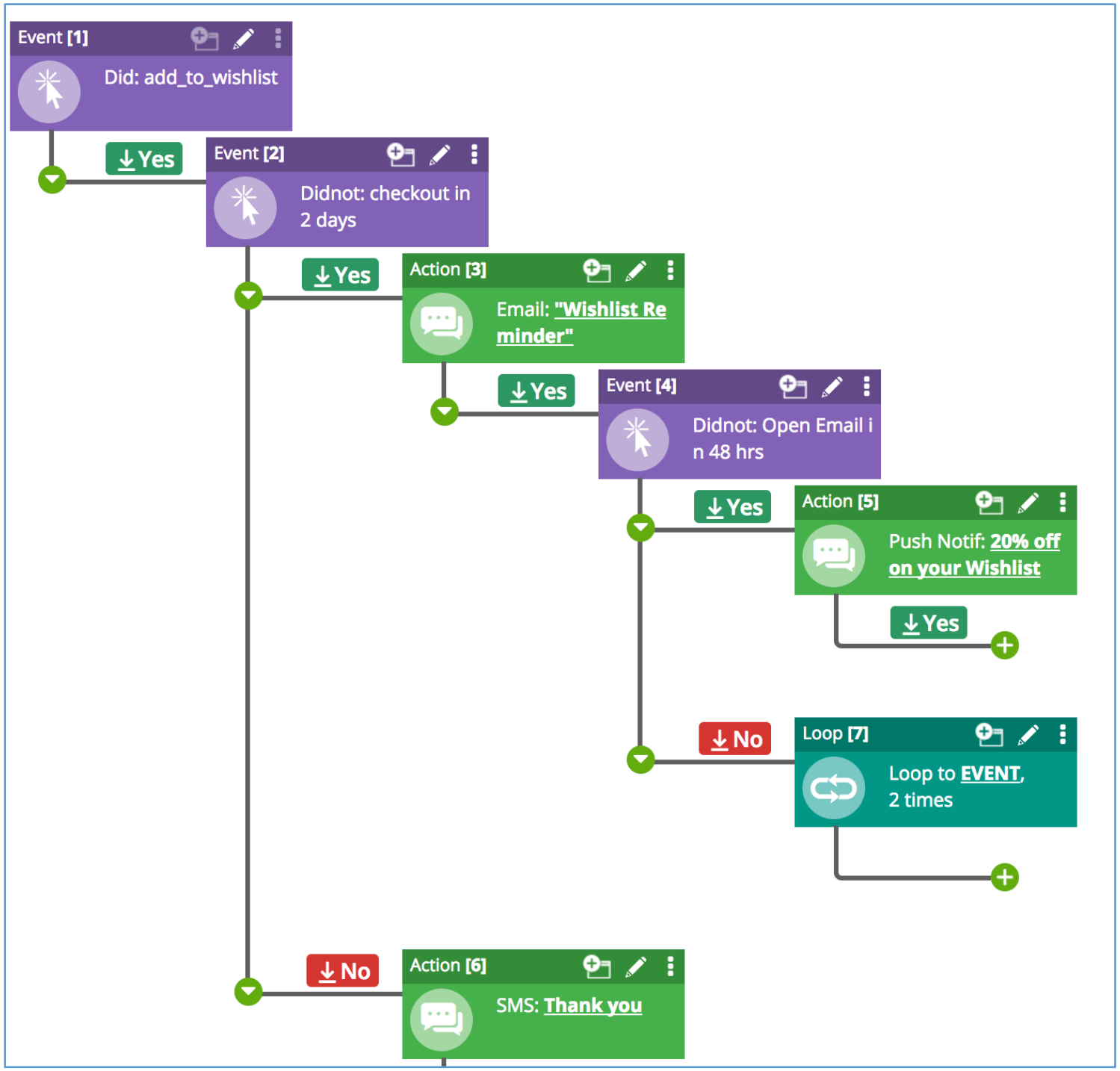
Website Visits	Subscribed	Purchases	App Engagement	Support Engagement	Marketing Engagement	Desired Actions	Current Marketing Goals
Number of visits	Yes/No	Yes/No	Installation Status	Faced Issues	Yes/No	Try	No of Transactions
Last time	Incomplete	Number of Times	Uninstalls	Raised a Query	Touch Points used	Buy	Website Repeat Traffic
Duration	Unsubscribed	Amount	Number of opens	Channels Used	Interactions with Touch points	Buy a Course	Customer Base Expansion
Pages Viewed		Frequency	Frequency	Solved/Unsolved		Monthly Subscription	Customer Retension
Frequency		Categories	Duration	Frequency			Repeat Purchases
Clicks		Brands	Screens Viewed	Feedback Calls/Survey			Upselling
Source		Products	Ratings Given				Cross Selling
Geography		Last Time	Reviews Given				Referrals
Scrolls		Time Required before	Clicks				Category Growth
Time spent		Products Viewed before	Current Physical Location				Geography Growth
Tools Used		App/Website/Phone					Facebook likes
Forms Filled		Product Returns					App Downloads
Last Page		Mode of Payments					App Engagement
		No of Addresses shipped to					App Ratings
		Office Address/Home Address					Registered User Base
		Demography					

Build Buyer Personas based on various Events

- Mr. John: Visits website 3 times in last 2 hours but did not purchase
  - Create sense of urgency by sending limited period valid coupon via browser push
- Mr. Rahul: Has been on the website for more than 20 mins and came after reading some blogs/paid campaign/searching some keywords
  - Show a website banner requesting for email, right when he is about to exit the site
- Miss. Sarah: Has added a product to cart but did not checkout in 2 hours
  - Send a cart abandonment email personalized with the products added to cart
- Miss. Jamie: Added products to her wishlist and the prices dropped
  - Send price drop alert via push notification
- Mr. Alex: Purchased on App atleast once and has uninstalled it a week back
  - Send feedback email campaign requesting user the reason for such uninstall.

Build a Unified Profile for Each User





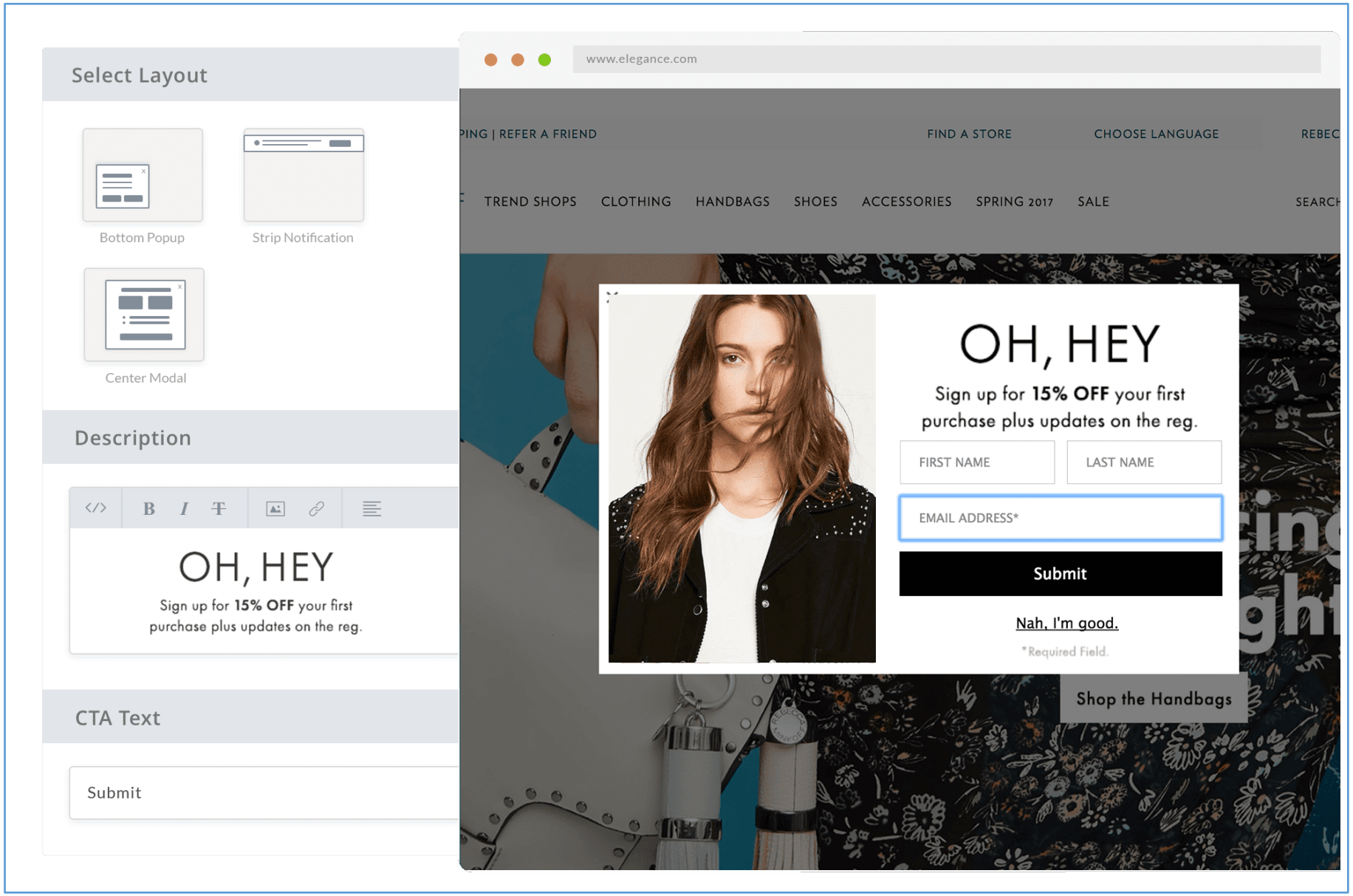
Journey Builder

Build campaigns in matter of minutes. Setting up workflows in Gamooga is as easy as drawing a flow chart.

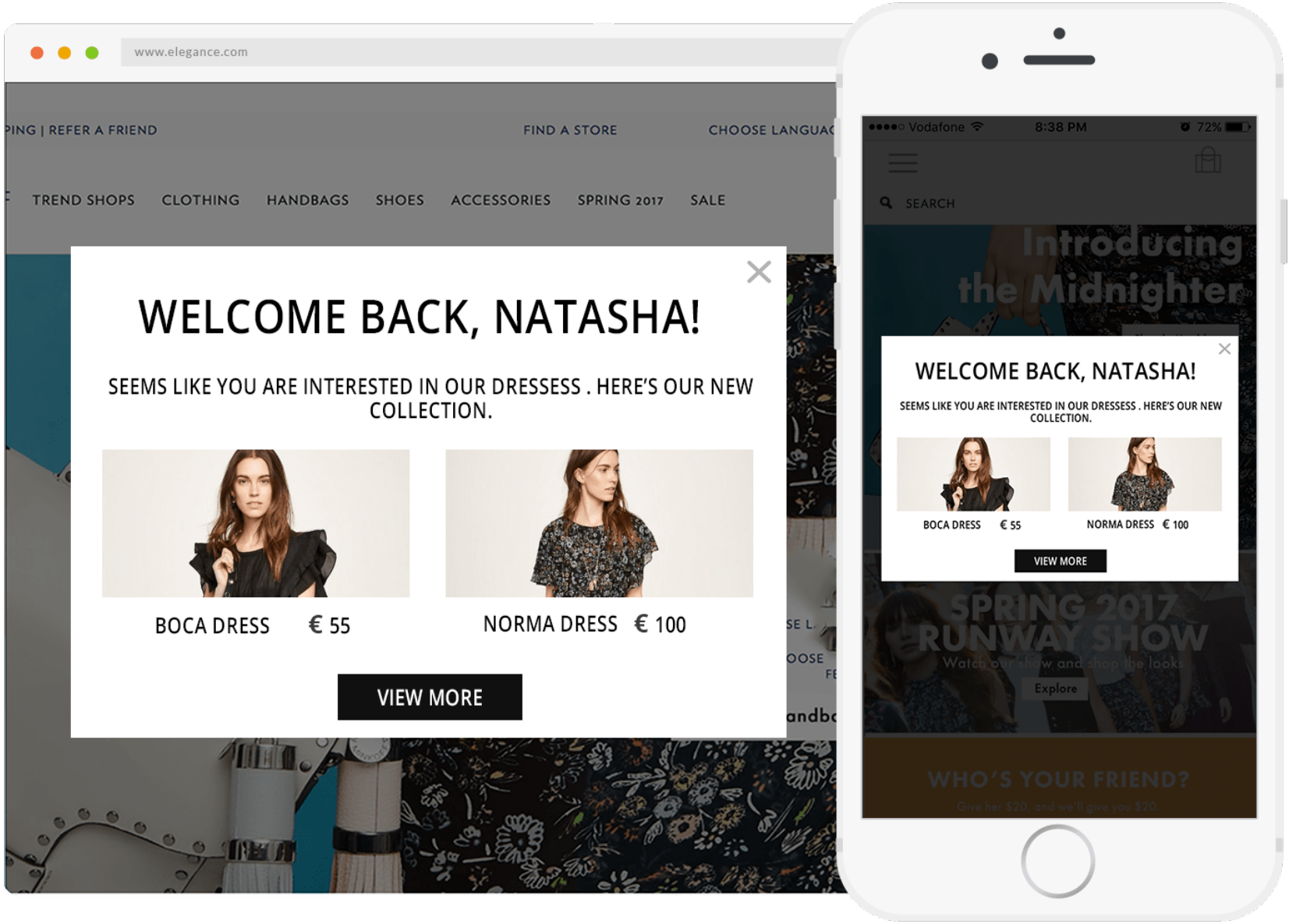
Build comprehensive customer lifecycle campaigns on a visual journey builder in a DIY model without ever having to depend on technology.

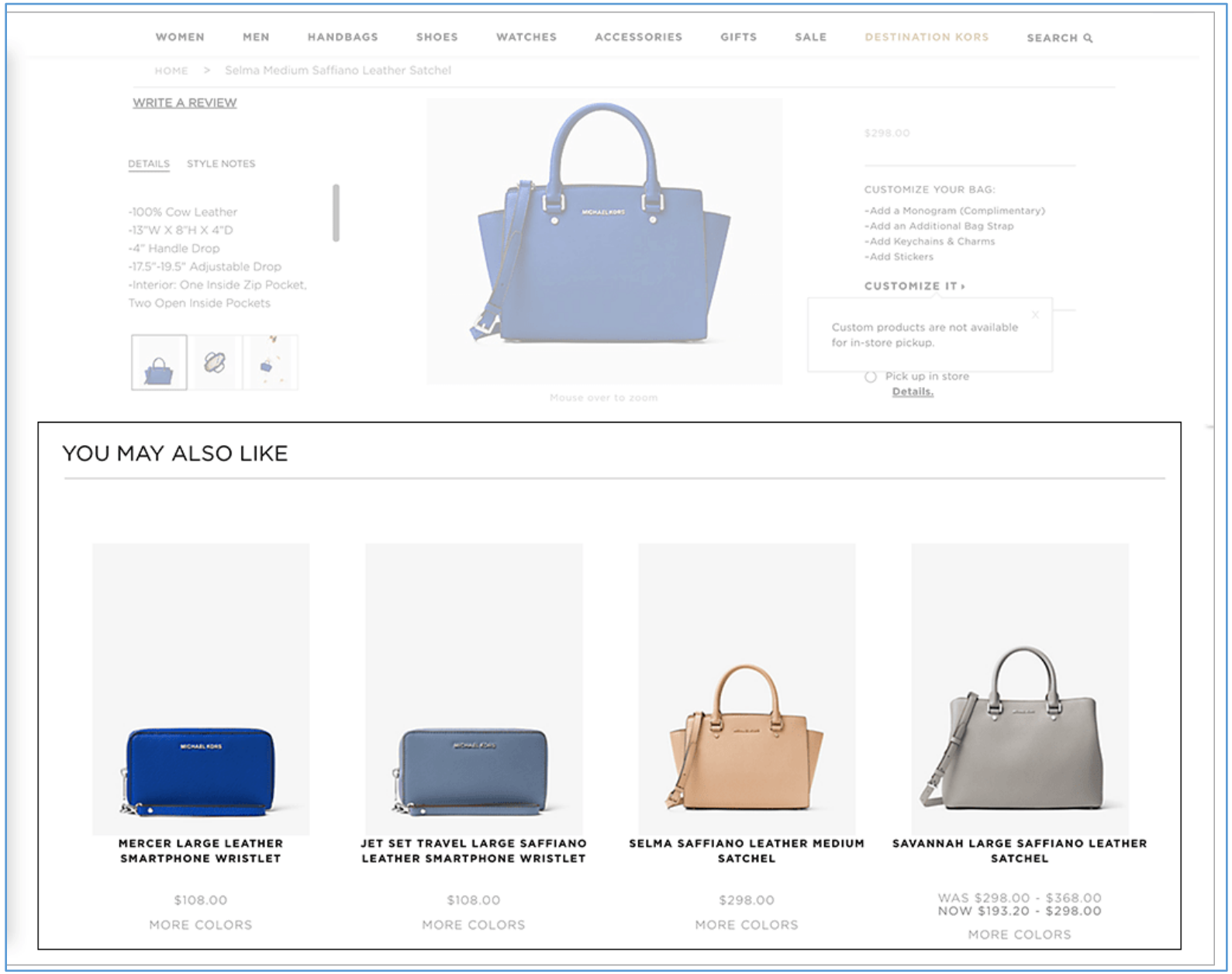
Journey Builder is the future of Marketing Automation and differentiates Gamooga from all the other competition in the market.

Lead Generation Campaign



Personalized Website Banner





Website Personalization

Customize all the content shown to your customers while they are browsing your website based on their previous browsing history or their predicted category affinities.

Show dynamic recommendations like ”Recently Viewed”, “Top Sellers”, “Customer who Viewed this also Viewed” etc

Create landing pages. Track visitor behavior, deliver customized web content and run A/B tests at various control groups in real time. Increase conversions, click-through rates, and order values.

Changing any element on the website is as simple as logging into Gamooga’s admin panel, creating the content to be shown to the user, decide the placement within the page and building the logic.

Email Personalization

ADD RECOMMENDATION WIDGET

TO Email

RECENTLY VIEWED
Products recently viewed by the user in the last session

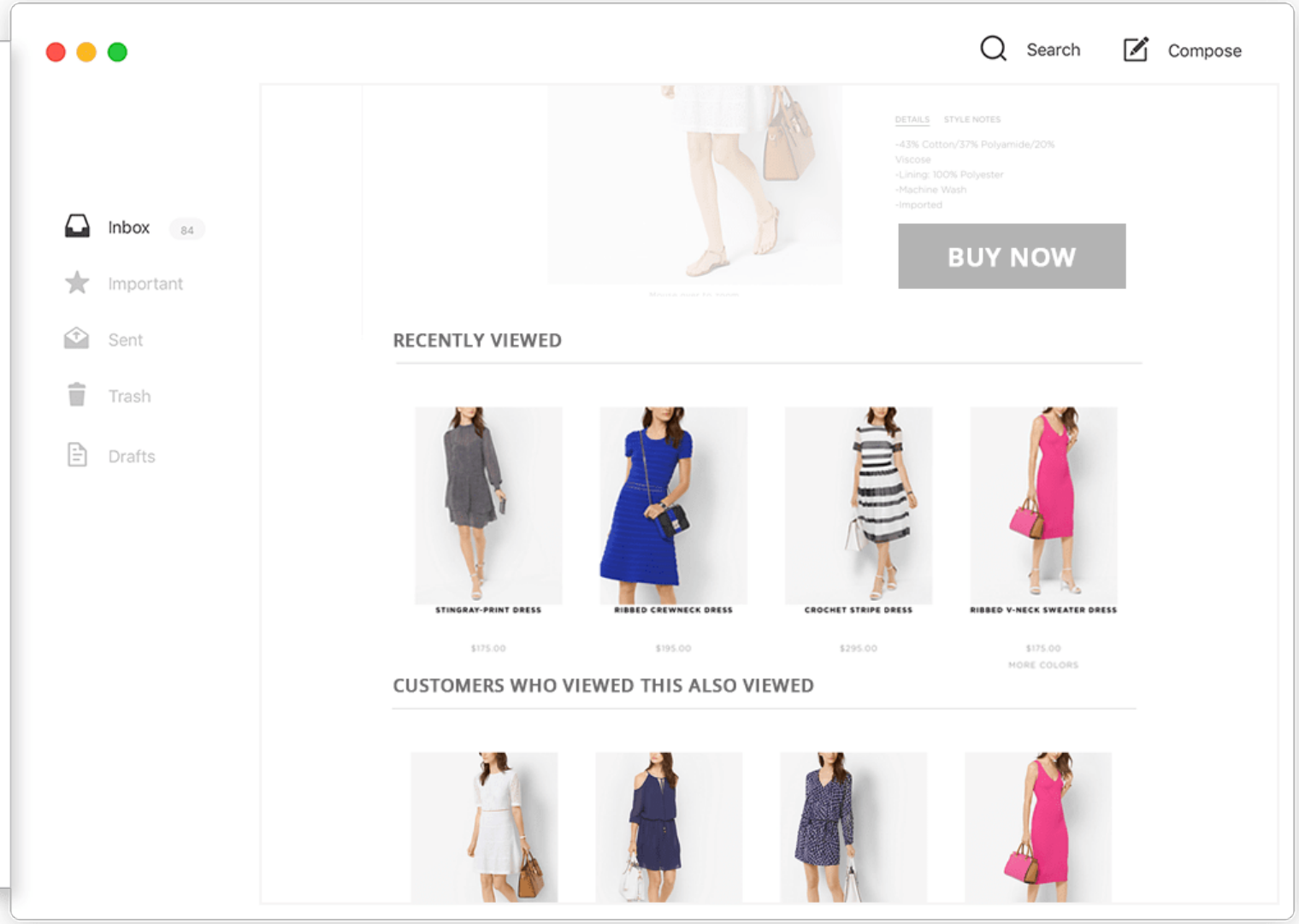
PRODUCT AFFINITY
Products that the user has shown affinity towards, basis his previous browsing history

TOP PRODUCTS
Top selling products across the store in the previous 7, 15, 30 days

VIEWED THIS, ALSO VIEWED
Users who are viewing the current product also viewed similar products

BOUGHT THIS, BOUGHT THAT
Customers who bought a specific item also bought these products along.

NEW ARRIVALS
Products recently added to the store in each of the categories, from the time the user has last visited the site



App Push Notifications

TEXT PUSH

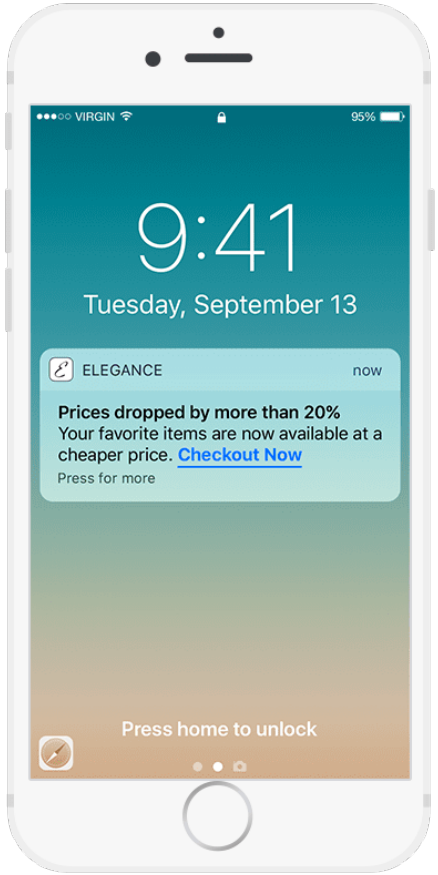
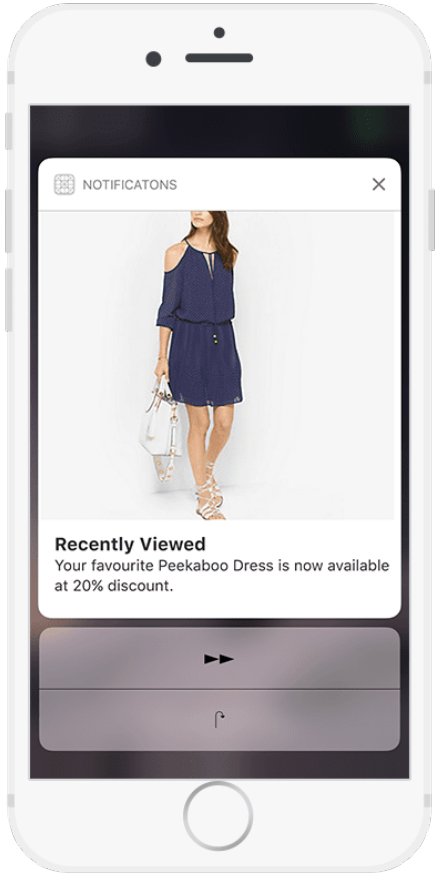
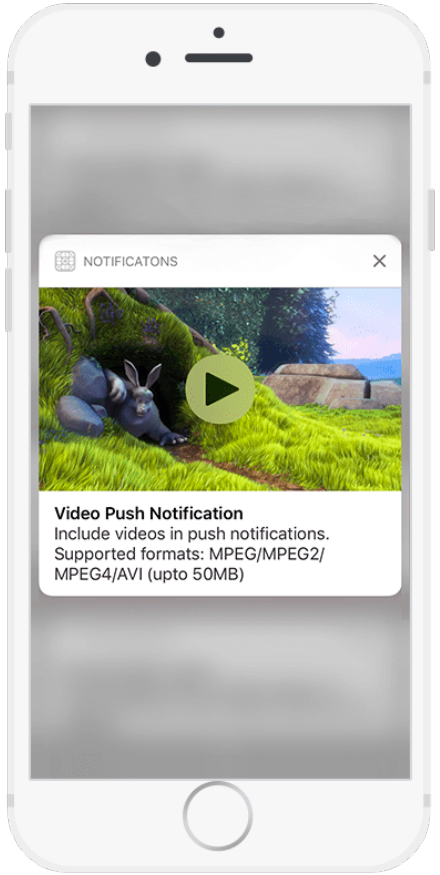


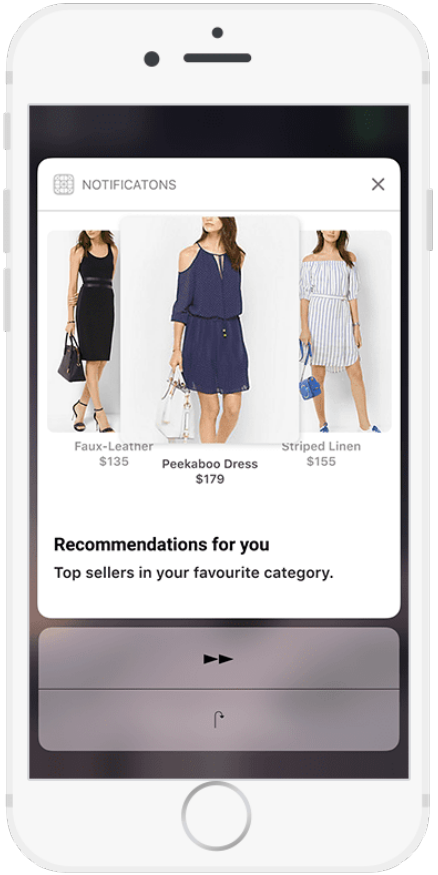
IMAGE PUSH



VIDEO PUSH

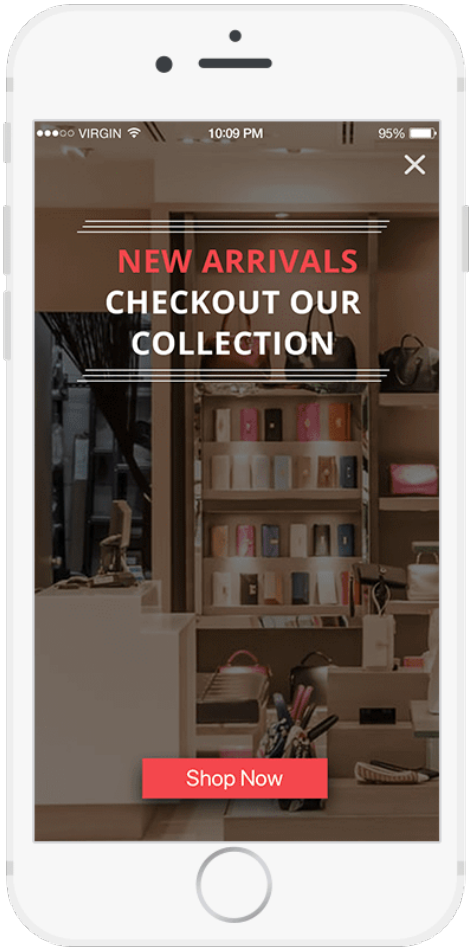


CAROUSEL PUSH

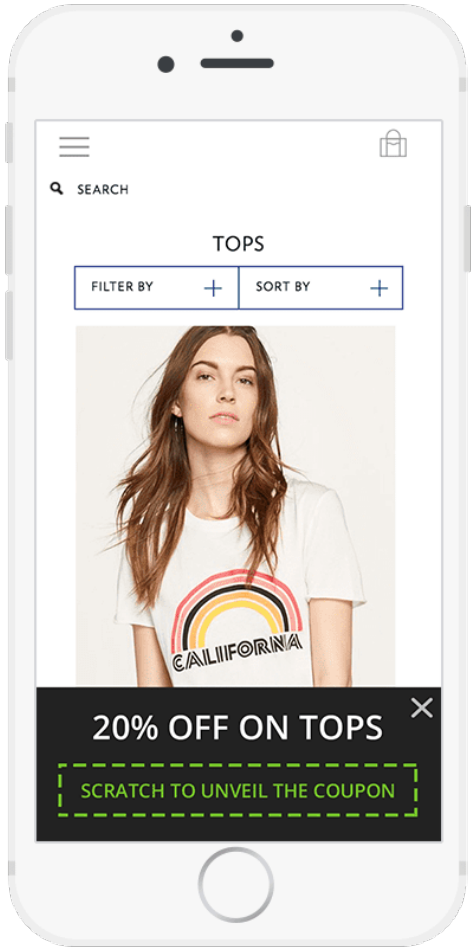


In-App Messaging

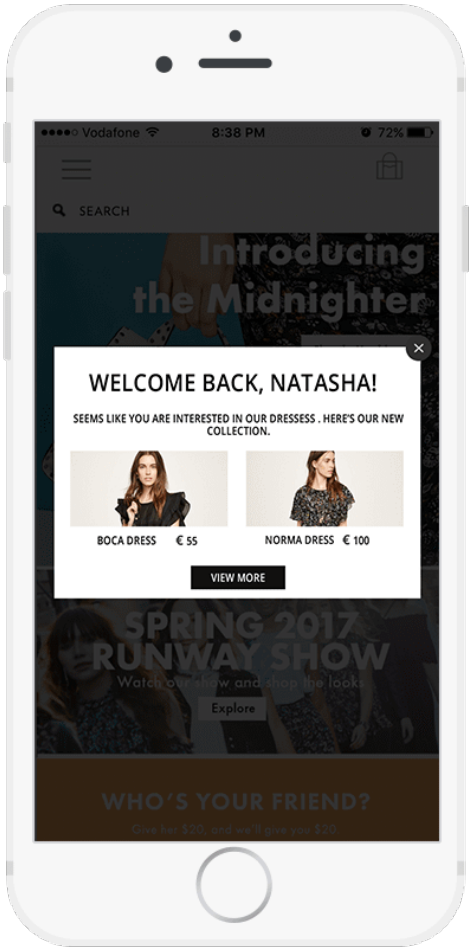
FULL IMAGE



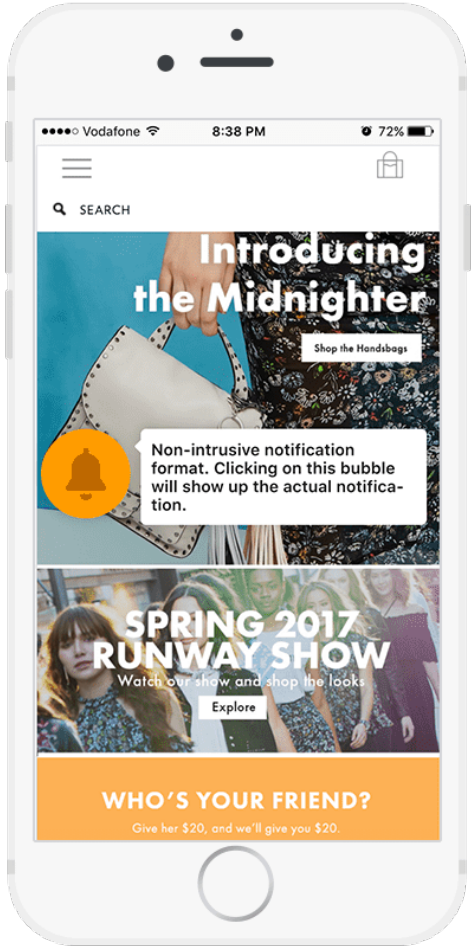
STRIP



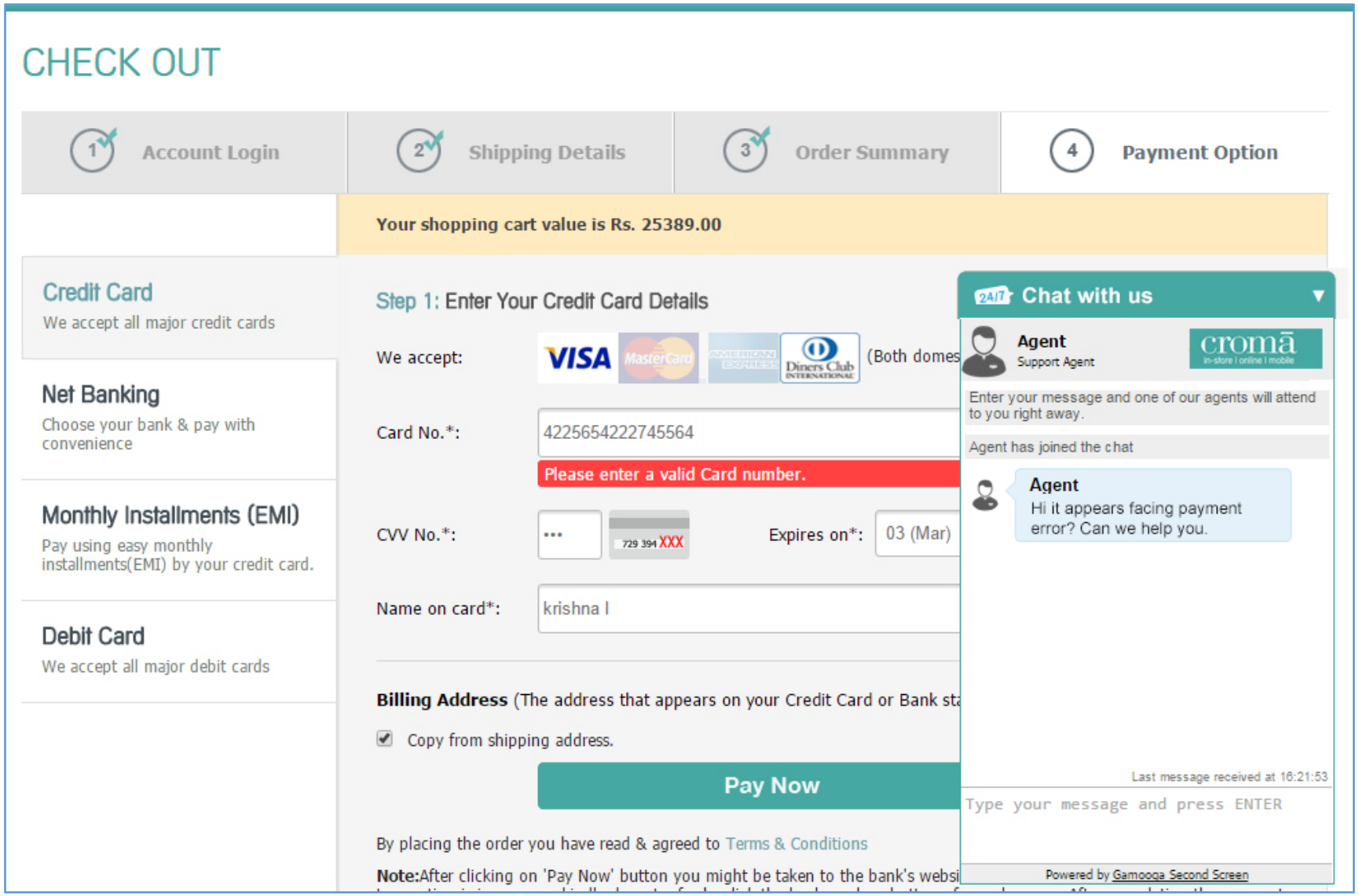
CENTER MODAL



FLOATING BUBBLE



Live Chat


CHECK OUT
1 Account Login
2 Shipping Details
3 Order Summary
4 Payment Option
Your shopping cart value is Rs. 25389.00
Credit Card
We accept all major credit cards
Net Banking
Choose your bank & pay with convenience
Monthly Installments (EMI)
Pay using easy monthly installments(EMI) by your credit card.
Debit Card
We accept all major debit cards
Step 1: Enter Your Credit Card Details
We accept:
VISA
MasterCard
Diners Club INTERNATIONAL
(Both domes
Card No.*:
4225654222745564
Please enter a valid Card number.
CVV No.*:
729 394 XXX
Expires on*:
03 (Mar)
Name on card*:
krishna l
Billing Address (The address that appears on your Credit Card or Bank st
Copy from shipping address.
Pay Now
By placing the order you have read & agreed to Terms & Conditions
Note:After clicking on 'Pay Now' button you might be taken to the bank's websi
24/7 Chat with us
Agent
Support Agent
croma
in-store | online | mobile
Enter your message and one of our agents will attend to you right away.
Agent has joined the chat
Agent
Hi it appears facing payment error? Can we help you.
Last message received at 16:21:53
Type your message and press ENTER
Powered by Gamooga Second Screen

Gamooga Chatbots

- Intelligent Chatbot solution for better business responsiveness.
- Engage your customers using AI and minimize the need for human interaction.
- Taking Artificial Intelligence to the next level, Gamooga's smart chat algorithm helps your business combine deep learning neural networks and highly customizable pre-set scripts to engage with your customers in real-time and with a high level of accuracy.
- Enhanced Customer Experience. Avoid human delays while responding to customers; our real-time chat solutions help you to connect with your customers at all times, anywhere.

Gamooga Chatbots

- Converse with your customers via their favorite App
- Integrate with the most popular messaging platforms using API and strike conversations with your customers wherever they are.

Advantages Over Competition

- Future Proof Solution – Comprehensive journey builder helps build workflows of any orders of complexity as you are scaling up.
- Data Driven Workflows – Slice and dice your data, gain valuable insights and leverage those insights to build the logic of the campaigns.
- Take the Guesswork out of Campaign Management – Let our predictive analytics decide the logic of the workflows for you.
- Enterprise Class Reporting – No two customers have similar reporting requirements. Our exhaustive reporting module lets you create any kind of complex report to give you maximum insights.
- Not restricted to tracking Website and App data but can ingest data from other third party systems like CRMs, POS, Help Desk, Datawarehouse etc

Thank You